

Marlborough Town Council



25th March 2026

To: Councillors serving on the Town Promotion & Culture Committee – Town Mayor, Councillor Emily Trow (Vice Chair), Councillors Mervyn Hall, Nicholas Fogg, Kim Wakeham & Caroline Wrench (Chair)

Dear Councillor

Town Promotion & Culture Committee

You are **summoned** to attend the next meeting of the **Town Promotion & Culture Committee**, which will be held on **Tuesday 31st March 2026 at 5.15pm** in the **Council Chamber, Marlborough Town Hall**.

Yours sincerely

Williams

Clare Williams

Deputy Town Clerk

If members of the public wish to attend they should notify the Deputy Town Clerk of this by noon on the Friday before the meeting. Places will be allocated on a first come first served basis. Organisations and interest groups are asked to send one delegate. Some members of the public may not be allowed to attend if all the allocated seats are taken.

If members of the public wish to attend and ask a question they should also notify the Deputy Town Clerk of this prior to the meeting and provide their question in writing at the same time.

If members of the public wish to ask a question, but not attend, they can provide the question in writing to the Deputy Town Clerk by noon on the day of the meeting, and a written response will be provided.

PUBLIC QUESTION TIME

In accordance with Standing Order 3(f), members of the public may ask questions of the Town Promotion & Culture Committee. The time allocated for this should not exceed 10 minutes and be limited to one question per person unless directed otherwise by the Chair. A full response may not be possible without further research, and the Chair may direct that a written or oral response be given.

AGENDA

- 1. Apologies for absence**
- 2. Declarations of Interest**
To receive any declarations of interest or requests for dispensation.
- 3. Chair's announcements**
- 4. Minutes**
To approve and sign the minutes of the meeting held on 17th February 2026.
- 5. Action Log**
To receive an update on the action log.
- 6. Budget Report Month 11**
To note and consider a Town Promotion & Culture budget report for Month 11.
- 7. Town Centre CCTV System**
To note and consider an update report on progress.
- 8. Christmas Lighting**
To note and consider an update report on progress with the infrastructure upgrade and further consider the proposal for a new Christmas lighting scheme going forward.
- 9. Tourism**
To note and consider a report on existing partnerships and memberships and the benefits they bring, and work carried out in-house to promote and support tourism in the town.
- 10. Seasonal Charity Pop-up Shop for Cards for Good Causes**
To note and consider a request for help in identifying a suitable alternative location for this year.
- 11. Marlborough Festivals & Community Events**
To consider support for the organisers of large-scale community events and festivals.

Marlborough Town Council



Town Promotion & Culture Committee

Minutes of a meeting of the Town Promotion & Culture Committee
held on Tuesday 17th February 2026 in the
Council Chamber, Marlborough Town Hall at 7pm

PRESENT	Councillor Emily Trow	Town Mayor/Vice Chair
	Councillor Mervyn Hall	
	Councillor Nicholas Fogg	
	Councillor Caroline Wrench	Chair
	Councillor Kim Wakeham	
	Clare Williams	Deputy Town Clerk
ALSO PRESENT	Neil Goodwin	Marlborough.News

PUBLIC QUESTION TIME

Neil Goodwin asked the committee for some clarity around the scope and remit of this new committee. Members confirmed that the purpose of this committee is to support and promote the town and the events that take place here, encourage tourism and further positive engagement with residents and businesses alike.

387/25 ELECT A CHAIR

It was proposed by **Councillor Fogg**, seconded by the **Town Mayor, Councillor Trow** and UNANIMOUSLY RESOLVED to elect **Councillor Wrench** as Chair of the Town Promotion & Culture Committee.

388/25 ELECT A VICE CHAIR

It was proposed by **Councillor Wrench**, seconded by **Councillor Hall** and UNANIMOUSLY RESOLVED to elect **Councillor Trow** as Vice Chair of the Town Promotion & Culture Committee.

389/25 APOLOGIES

Apologies for absence were received from **Councillor Farrell**. **Councillor Farrell** has also confirmed that she is unable to be a part of this committee going forward.

390/25 DECLARATIONS OF INTEREST

Councillor Wrench declared an interest as a freelance contractor for The Parade Cinema. **Councillor Hall** declared an interest as a Trustee of The Merchants House and **Councillor Wakeham** declared an interest as she is writing a Conservation Management Plan for The Merchants House.

391/25 SCHEME OF DELEGATION

Members noted the Scheme of Delegation adding the following comments:

- There are lots of well-established community events and assets in Marlborough which include music and literary festivals, The Merchants House etc. all organised or run by volunteers.
- These existing groups of volunteers need support and guidance to put on safe and well managed events in the town.
- Is there a pool of equipment we could offer up to enable these events to happen i.e. traffic cones, barriers, road closure signage etc.
- It was noted that the Town Council already support and provide The Parade Cinema with the necessary equipment they need for their festival road closure.
- Whether we should be reaching out to all the groups who organise large-scale community events and festivals to offer support.
- Whether we should produce a guide for these groups to explain what they need to consider when organising a large community event.
- Whether we should be signposting people to Marlborough, promoting our town in support of the local economy/developing tourism.
- Whether we should seek sponsorship and funding opportunities from outside sources
- Our membership with the Great West Way is currently underutilised and we should look to maximise its potential for the benefit of the town.
- Whether we should seek buy in from local businesses in terms of CCTV
- Whether the current staffing resource/budget can accommodate an increase in workload/projects.

392/25 BUDGET RESPONSIBILITY

Members noted the budget lines this committee will be responsible for, essentially a budget within the Finance & Policy Committee budget.

393/25 BUDGET REPORT

Members noted the budget report.

394/25 TOWN CENTRE CCTV SYSTEM

Members noted the update report. The Deputy Town Clerk went on to update on progress since the initial planning meeting and site visit held with Smart Integrated

Solutions, our new contractors on 11th February 2026. Smart are in the process of developing a network map, which will detail how the system operates together with a breakdown of actions that they will undertake first. Further updates will follow as this work progresses.

395/25 CHRISTMAS LIGHTING INFRASTRUCTURE UPGRADE

Members noted the report and the work required as part of the infrastructure upgrade in terms of formalising agreements and gaining permissions from all shops and businesses who play a part in the existing festive lighting scheme.

Members went on to discuss in more detail an upgrade of the lighting scheme itself, on completion of the infrastructure upgrade, comments as follows:

- Whether we should look to expand the current scheme into the alleys and yards and further down The Parade (budget allowing).
- Hungerford's festive scheme includes small lit Christmas trees mounted on to the shop fronts along the High St. Could we do something similar? *Contact to be made with Hungerford Town Council to understand the process.*
- It was suggested that we approach City Dressings, the event company we used to help us 'dress' our High Street for the Coronation & Platinum Jubilee High St Parties as they may have some ideas and suggestions around festive decoration. *Contact to be made.*
- Whether we should seek support from the shops and businesses to evolve the festive lighting in the town to include the trees on frontages.
- When the time comes for us to consider a new lighting scheme, we need to consult widely with shops, businesses and residents, running a survey or similar.
- It was noted that the Youth Council will be asked their views on a new scheme going forward. Their views will form part of the consultation process.
- Members were reminded that on completion of the infrastructure upgrade we are still limited in terms of what we can physically do with regards a new scheme for the High St, due to its width and lack of existing lighting columns on either side of the High St. We will need to explain the limitations in order to manage expectations when we consult.
- Research is needed into other towns with wide High Streets, such as Thame, & Stockton-on-Tees to see how they manage their schemes.
- If time prohibits us getting a new scheme up and running this year, could we not simply change the colour of our existing LED bulbs to create a different colour scheme in the interim.
- Whether we should consider bringing back the Victorian Christmas Shopping Evening, which was a big success and was well supported by shops & businesses.
- It was noted that, further down the line, following extensive consultation with the public and when a final design is chosen by this committee, it will still need to be recommended to Full Council for final resolution.

396/25 FUTURE AGENDA ITEMS

The following items will be included on the agenda for the next meeting:

- Support for organisers of large-scale community events & festivals
- CCTV - Update
- Christmas Lighting - Update
- Existing Tourism Partnerships

The next meeting will be held on **Tuesday 31st March** at the slightly earlier time of **5.15pm** in the Council Chamber of the Town Hall.

The meeting closed at **7.45pm**

ITEM 5

ACTION LOG

To note and review outstanding actions.

Ref	Min. No	Action	Date of Mtg/ Owner	Notes
347	395/25	Contact Hungerford Town Council to find out how they manage the process of installing Christmas trees on buildings on their High Street	17.2.26 Deputy Town Clerk	19.2.26 – email sent, no response received. 20.3.26 – hastener sent 24.3.26 – response received – see Appendix 1
348	395/25	Contact City Dressing in relation to High St Christmas dressage	17.2.26 Deputy Town Clerk	19.2.26 – Christmas brochure c/w costings obtained. A copy will be emailed with the agenda, and hard copies will be available at the meeting. <i>It is important to note however that we do not currently have a budget for this and so if this was something the committee did want to look into and progress going forward, it would need to be agreed by the committee and recommended to F&P for a decision around whether to include this in the 2027/28</i>
349	395/25	Research into other Christmas lighting schemes for towns with wide high streets, such as Thame and Stockton on Tees	17.2.26 ALL	18.2.26 Cllr Hall circulated photos to the committee by email. Copies to be brought to the meeting

350	395/25	Consult with the Youth Council on a new Christmas Lighting Scheme	17.2.26 Marlborough Youth Council	Marlborough Youth Council created a 'mood board' for inclusion in the consultation phase. <i>This is too large to include as an attachment and so it will be brought along to the meeting.</i>
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ITEM 6 BUDGET REPORT MONTH 11

To note and consider the Town Promotion & Culture Committee budget report for Month 11.

TOWN PROMOTION & CULTURE COMMITTEE					
Income & Expenditure Month 11					
	Actual Year To Date	Current Annual Budget	Funds Available	% Spent	Notes
INCOME					
MARKET INCOME	£ 3,320.00	£ 2,000.00		166.0%	Christmas market stall bookings
EXPENDITURE					
TOURISM	£ 1,000.00	£ 1,000.00	£ -	100.0%	
CCTV	£ 2,964.00	£ 5,400.00	£ 2,436.00	54.9%	Maintenance budget
EVENTS	£ 2,734.00	£ 3,000.00	£ 266.00	91.1%	
SWITCH ON EVENT	£ 7,623.00	£ 6,000.00	(1,623)	127.1%	Market income offsets this figure
WEBSITE/BROADBAND	£ 482.00	£ 2,500.00	£ 2,018.00	19.3%	
HERITAGE PROJECT	£ 1,000.00	£ 1,000.00	£ -	100.0%	
CHRISTMAS LIGHTS	£ -	£ 15,000.00	£ 15,000.00	0.0%	Invoice received £14,134.20 net
TOTAL INCOME	£ 3,320.00				
TOTAL EXPENDITURE	£ 15,803.00				
ON BUDGET					
OVER					
SAVING					

ITEM 7 TOWN CENTRE CCTV SYSTEM

Purpose

To note progress with the CCTV upgrade.

Current Status

- Smart, our contractors visited the locations on the High St and have identified the power sources for the cameras. Contact information has been obtained for all locations so they can liaise direct. There are 3 points on the High Street along with the Town Hall and these will serve all the required camera points.
- Smart propose, having investigated further to move all of the CCTV recording equipment across to the CCTV room in the offices. This will involve some technical work, but long

term will mean all the kit is in one dedicated, secure place which will make servicing/maintenance and general usage of the system much more straightforward.

- As part of the upgrade, Smart are proposing a different style of camera bracket for the High St cameras. An approach has been made to Wiltshire Council seeking their view on whether these new brackets, which are much larger, will be acceptable in terms of our existing planning permissions.
- A network map of how everything fits together has been produced. **See Appendix 2.**
- We are now awaiting a breakdown of actions that Smart will undertake first and anything else they encounter as part of this initial assessment. Phase one will be getting the High St cameras back up and running as a priority.

Proposal

Members are requested to note the updates and await further updates as the project progresses.

Clare Williams – Deputy Town Clerk
24th March 2026

ITEM 8

CHRISTMAS LIGHTING

Purpose

To note progress with the infrastructure upgrade and further consider the proposal for a new Christmas lighting scheme going forward.

Current Status

Since the last meeting, letters have been hand-delivered to the shops and businesses on the High Street that currently supply power for the Christmas Lights, giving details of the proposed upgrade and seeking their continued support. Only one response has been received to date. Officers will re-consult w/c 30th March 2026.

Consideration needs to be given to a new Christmas lighting scheme to replace the old scheme on successful completion of the infrastructure upgrade, for recommendation to Full Council.

Considerations

- Budget
- Lease hire or purchase
- Timeframe (NB. infrastructure work due to be carried out in the summer 2026)
- Consultation process (when and with whom?)
- Lighting style/design/colour scheme etc.
- Limitations (due to width of High Street)
- Managing expectations in light of the above

Proposal

Members are requested to discuss and consider the above and instruct the Deputy Town Clerk accordingly.

Clare Williams – Deputy Town Clerk

24th March 2026

ITEM 9

TOURISM

Purpose

To note and consider a report on existing partnerships and memberships and the benefits they bring, and work carried out in-house to promote and support tourism in the town.

Current Status

The Great West Way

The Great West Way is a touring route which runs between London and Bristol. It was launched in 2018 and is a multi-modal touring route. It is designed to be travelled in a variety of different ways: by road, by rail, on water via the Kennet and Avon canal or River Thames, by bike or on foot. The Great West Way includes the A4. It can be accessed by air from Heathrow airport at its east end, and Bristol airport at its west end.

According to the GWW ‘The Great West Way targets high-spending, curious visitors, both domestic and international, who are seeking to discover and explore appealing destinations and tourism experiences along the route.’

There are two levels of membership:

1. **Designated Destination Ambassador** -the level suggested by GWW as the right level for Marlborough.
2. **Gateway Ambassador** - normally reserved for much smaller parishes, but it does include Marlborough on maps and basic level in marketing.

Marlborough was a GWW Designated Destination Ambassador from when the route was launched in 2018 up until 31 March 2024. The decision to cease the membership was made as part of an overall budget review of the Council’s memberships in 2022.

At a meeting of the Town Council in June 2024 and at the request of a councillor, members were asked to re-consider Town Council membership.

After some discussion and debate it was **RESOLVED**: to join the Great West Way Gateway Ambassador scheme and to investigate the value in upgrading to Designated Destination Ambassador for consideration at a future meeting.

We are soon to be entering our 3rd year of a 3-year contract, ending April 2027.

- **Designated Destination Ambassador** rate for Marlborough is £2,120 + VAT p/a.
- **Gateway Ambassador** is £379 + VAT p/a.

Each membership level is based on a standard 3-year commitment. Please [click here](#) for a full list of Ambassador benefits for both.

VisitWiltshire

Marlborough Town Council are currently [VisitWiltshire Gold Town Partners](#) (the only option available for towns and villages) at a cost of **£977 + VAT p/a**.

Please [click here](#) for a full list of Gold Town Partner benefits.

In addition to the annual subscription, we currently pay additional fees for the following:

- **Membership of the Travel Trade Group - £310 + VAT p/a** - VisitWiltshire promote Marlborough to the trade, they helped us achieve coach friendly status and signpost those in the trade for coach stop offs. Marlborough also features in [the Travel Trade Guide](#). There are many other [benefits](#), some of which are relevant to us, others not so and beyond our current resource capability.
- **2 x ¼ page advertisements in the VisitWiltshire [visitor guide](#) and [map](#) - £320 + VAT p/a**

In-house Tourism & Promotion

Please see below a list of current and ongoing activity:

- **Town Council Website** www.marlborough-tc.gov.uk
- **Town Council Facebook** <https://www.facebook.com/MarlboroughTC>
- **@visitmarlborough Instagram** - dedicated to tourism <https://www.instagram.com/visitmarlborough>
- **Creation, circulation and sharing of in-house publicity to include:**
 - Blue Plaque Trail
 - Nature Trails Pt 1 and Pt 2
 - White Horse Trail
 - Savernake Tree Trail
 - 50 Things to do in Marlborough
- **Marlborough Town Guide** – Reproduced in 2023, available online and in paper format. Copies were distributed on publication to various outlets across the town.
- **Explore Wiltshire App** - This app was created by Wiltshire Council in 2023 in collaboration with town and parish councils. Marlborough has its own dedicated page (at no cost to the town council), the content of which is updated in house. The app is available free for download to Apple and Android devices: [Apple App Store: Explore Wiltshire](#) and Google Play: [Google Play: Explore Wiltshire](#) and via a link from the Town Council's Tourist Information page at <https://www.marlborough-tc.gov.uk/visitors>

- **Wiltshire Events App – listings.** This app was launched very recently: <https://events.wiltshire.gov.uk/events> - there's a link both at the bottom of the listings on the Town Council home page <https://www.marlborough-tc.gov.uk/> and from the Tourist Info pages <https://www.marlborough-tc.gov.uk/visitors/events-festivals-and-concerts>
- **Tourist Information Point at Town Council Offices** – open to the general public during office hours, to include the mailing of information through enquiries received online and by phone
- **Unmanned Tourist Information Point in George Lane Car Park** – accessible daily between 10am and 3pm (timer-controlled access)
- **Welcome to Wiltshire - Hardback Publication** – Marlborough features on page 15 in the with a full-page advert. Copies of this publication can be found in leading hotels and are readable and downloadable [online](#).
- **Coach Friendly Status** – accreditation awarded in June 2021 <https://www.marlborough-tc.gov.uk/news/news-articles/2443-coach-friendly-status>
- **Working with town-based attractions/partners** - such as St Peter's Church, Marlborough College, Merchants House, ARK, North Wessex Downs National Landscapes etc.
- **Appointment of Apprentice Information Officer** – Emma Cook successfully completed here apprenticeship with us and was awarded a distinction. She has since taken up employment with Wiltshire Police. We are now currently recruiting for her replacement in the same role, in partnership with Swindon College.
- **Organisation of annual and ad-hoc town centre events** i.e. Platinum Jubilee & Coronation celebrations, Christmas Lights Switch-On etc.
- **New 'Welcome to Marlborough' Gateway Signage**
- **Town Centre Signage upgrade to include:**
 - New Dcipher Unit in George Lane Car Park
 - New illustrated town map outside the Jubilee Centre
 - New finger post signage around the town
- **Improvements to town centre street furniture (through the High Street Working Party)** to include the installation of new planters with trees in and around the High Street, the re-vamp of existing planters and the rejuvenation of the area to the front of the Jubilee Centre to include new planters with trees, two new benches and a bin.

Proposal

Members are requested to note and consider the contents of these reports.

Clare Williams – Deputy Town Clerk
24th March 2026

ITEM 10 SEASONAL CHARITY POP UP SHOP FOR CARDS FOR GOOD CAUSES

Purpose

Members to note a request received from Anita Walkinshaw, Regional Development Manager for Cards for Good Causes (below) and consider potential suitable venues.

We have successfully operated our seasonal charity pop-up shop at St Peter's Church in recent years. Following recent changes at that venue, we have been advised to explore alternative locations.

Our Christmas pop-up shops operate from October through to December and are manager and/or volunteer led. They offer a wide selection of charity Christmas cards and seasonal products, raising vital funds for a broad range of national and local charities while also creating a welcoming, community-focused retail space.

For host venues, the benefits typically include:

- Increased footfall during the festive season*
- A positive, charitable retail presence aligned with community values*
- Opportunities for local volunteering and engagement*
- Contribution to a vibrant and welcoming town centre atmosphere*

We work closely with our partners to ensure the shop integrates smoothly into the space and supports the venue's wider objectives and the local community.

As a small additional note, we also offer a year-round everyday greeting card partnership, providing ongoing fundraising potential beyond the Christmas period. I mention this simply as a possible future opportunity should it be of interest.

Thank you again for your time and continued support; it is very much appreciated.

Please do let me know if there is any further information, I can provide to assist your discussions.

Proposal

Members are requested to note the request and feedback with potentially suitable venues for consideration.

ITEM 11 MARLBOROUGH FESTIVALS & COMMUNITY EVENTS

Purpose

To consider support for the organisers of large-scale community events and festivals

Current Status

At the last meeting, a request was made to include an item on the agenda to enable discussion around Marlborough Town Council supporting the organisers of large-scale community events

and festivals in Marlborough and Manton going forward. To include (but not limited to) the following:

- ParadeFest
- Marlborough Festival
- MantonFest
- LitFest

Considerations

- Marlborough Town Council's role in the process
- Staffing implications
- Resource implications
- Level of support
- Sustainability

Proposal

Members are requested to discuss and consider the above and instruct the Deputy Town Clerk accordingly.

Clare Williams – Deputy Town Clerk
24th March 2026

APPENDIX 1

From: Admin <admin@hungerford-tc.gov.uk>
Sent: 24 March 2026 11:38
To: Clare Williams <cwilliams@marlborough-tc.gov.uk>
Subject: FW: Hungerford Christmas Lighting Scheme

Hi Claire

No problem at all.

'Our Christmas Lights are a major project for Hungerford which involves going out to tender to appoint a contractor. Often this is an electrical contractor. They are responsible for dressing the Christmas trees, around 200 small trees and several larger, with Led lights. They then install them either in flag poles (cutting to size to fit) that are fixed to buildings or above shops on porches etc. They connect to an electric supply from the lampposts with the permission of the local authority and in some cases to electric in residents' houses. This takes a few weeks. We find that water ingress is a problem with connections which needs addressing regularly.

We source the Christmas trees separately and the larger ones require a hiab. The contractors come out if a connection goes down and replace parts. They also dismantle all the trees and pack away the lights in January. Our budget is around £40k.'

The lights are lovely and we do get a lot of positive comments about them.

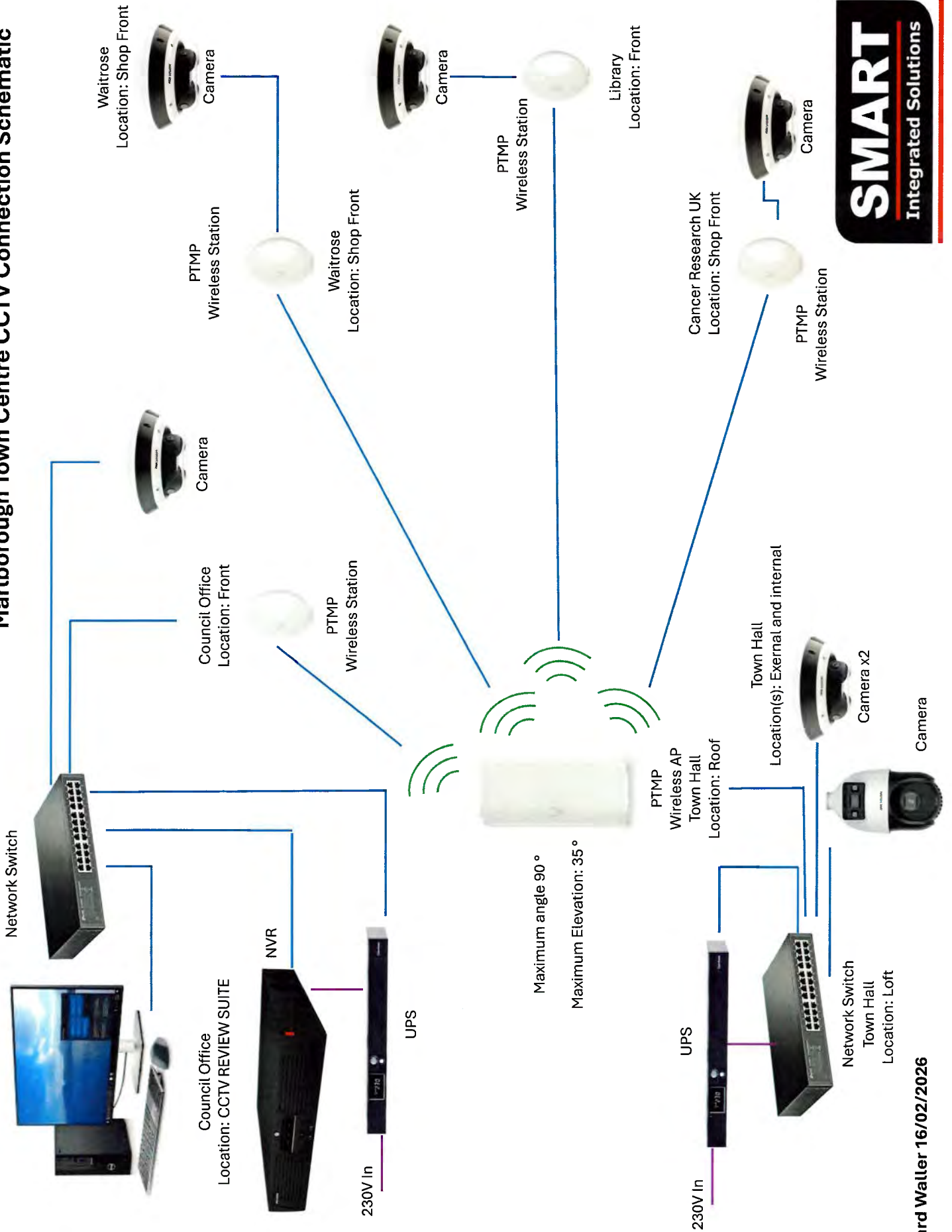
Kind regards

Wendy

Wendy Crookall

Deputy Town Clerk

Marlborough Town Centre CCTV Connection Schematic



Richard Waller 16/02/2026